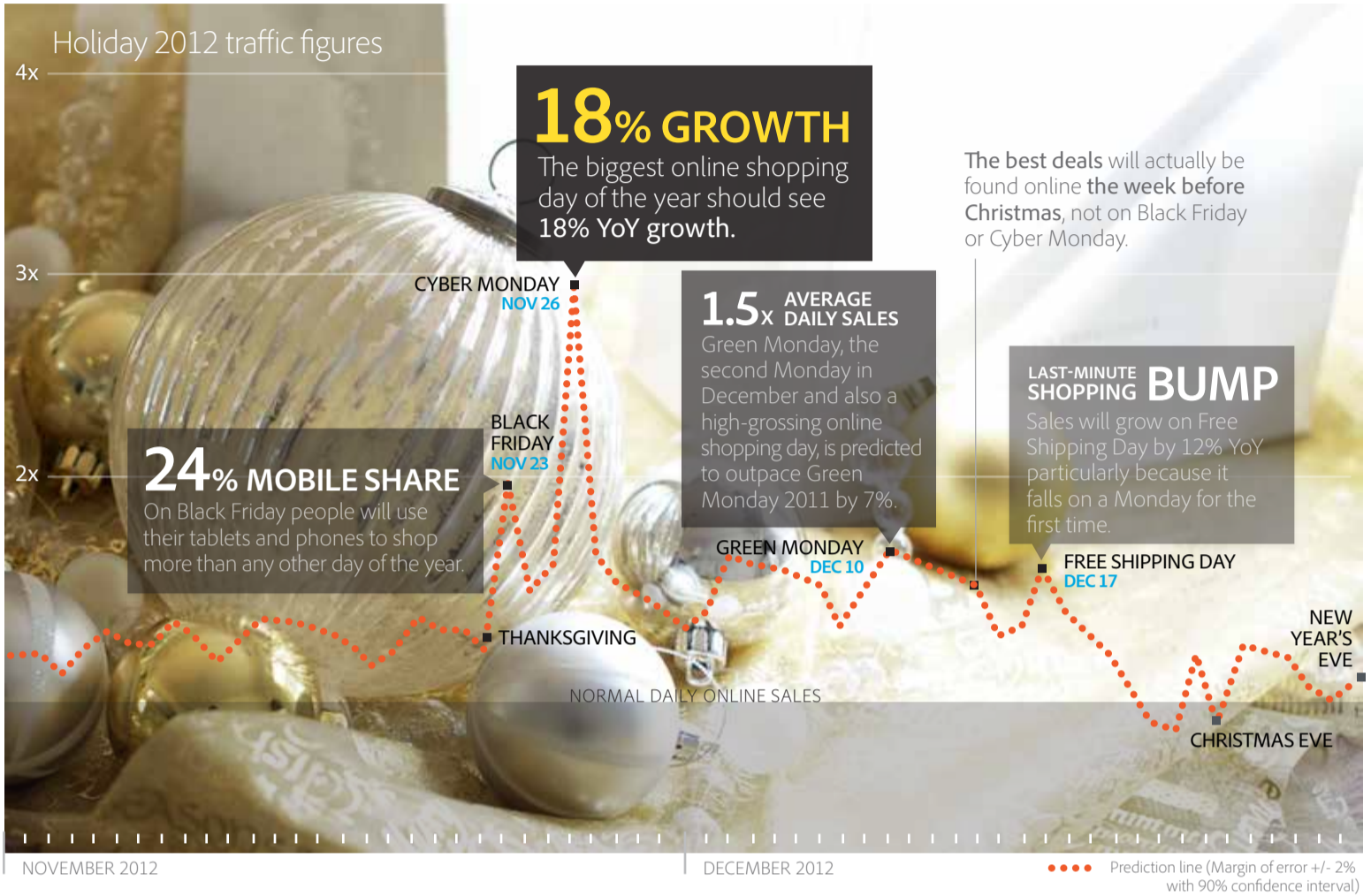


Expect record sales for the 2012 holiday season.

Adobe predicts a record-setting \$2-billion Cyber Monday, growing by 18% over 2011. Black Friday may fall from the second to the third largest online shopping day as Free Shipping Day occurs on a Monday for the first time, which tends to be the busiest online shopping day of the week. In addition, mobile will represent 21% of total online purchases this holiday, an increase of 110% over last year (13.5% from tablets, 6.5% from smartphones and 1% from other devices such as e-readers).



12%
SALES INCREASE

BLACK FRIDAY
Black Friday is expected to be the second largest online sales day of 2012 when retailers will see a sales increase of 12% YoY.

300%
REVENUE INCREASE

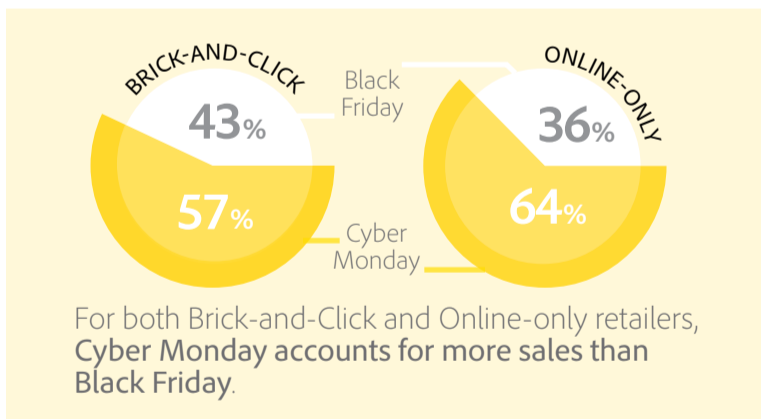
CYBER MONDAY
Brick-and-Click retailers will see a 540% increase in revenue compared to an average day throughout the year while online-only retailers will see sales increase by 210%.

150%
SALES INCREASE

GREEN MONDAY
The typical retailer can expect to see a sales increase of nearly one and a half times compared to an average day throughout the year.

DOUBLE
CONVERSION RATE

FREE SHIPPING DAY
Purchases for jewelry will double on this day as a popular last-minute gift for procrastinating shoppers.



INCREASE IN MOBILE SALES

Mobile is expected to represent **21% of total online sales** during the 2012 holiday season. Sales from mobile devices are projected to increase 110% compared to last year, with sales from **tablets constituting 13.5% of total sales**, more than double that of smartphones (6.5%) and other devices such as e-readers (1%).

HOLIDAY SHOPPING IN EUROPE

European consumers are expected to start holiday shopping sooner and finish later than their U.S. counterparts. While online sales in the U.S. do not pick up significantly until Black Friday, European retailers were seeing **average daily sales increase by 150% the first week of November** and will see a similar spike immediately following Christmas.



Social media referrals to retail websites this holiday season is **projected to double** compared to last year.

Out of these social referral sources, referrals from **Pinterest** is expected to grow the most, doubling from 7% to 14% YoY.



Visit the [interactive graph](#) for daily updates on the actual shopping activity during the season and get more details by retail category, type, and geography.

The algorithms used to create the predictive analysis are based on more than 150 billion online visits to over 500 retail websites in the U.S. and Europe over the past six years. The margin of error is two percent with a 90 percent confidence level and the forecast's methodology and degree of accuracy has been evaluated and verified by [b3Intelligence](#), an independent analytics and research service provider.

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